



# Food Business Management

**Develop an awareness of financial concepts and apply key accounting and finance principles as they relate to Food Business Management**

Interpret financial data

Prepare financial records

Analyze Financial data and records commonly used in food business

Proficiently use a variety of computer applications and software used in food business

**Understand and apply fundamental marketing and sales principles as applied to food business**

Prepare a marketing plan for a product/service of a food business

Explain the elements of a food business' marketing mix

Prepare and present a sales presentation for a food business product/service

**Understand and analyze the various food business management functions and practices**

Prepare a small business plan that provides the foundation for obtaining capital and starting a business

Relate human resource management and development to the food business industry

**Understand and access basic economic concepts and theories as applied to food business**

Apply the principles of resources allocation to production and consumption decisions



## Arts and Science and Business Technologies



**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES